



Royal Report



VOL. 4, NUMBER 1

OFFICIAL PUBLICATION OF THE KANSAS CITY ROYALS

1981 WINTER EDITION

Home Opener Set For April 13

Attractive Early Dates Featured in 1981 Schedule

The American League Champion Kansas City Royals will open the 1981 home schedule Monday, April 13, at 7:35 p.m. against the Detroit Tigers. The game opens a slate of 81 home games on 81 dates at Royals Stadium.

The Royals open the 1981 season on the road with day games in Baltimore on Friday, April 10, and Sunday, April 12, before coming to Kansas City.

Following the home opener, the Royals remain at home to complete an eight-game homestand. The homestand includes Detroit (2),

Baltimore (3), and Cleveland (3) through April 22.

The 81-game schedule includes 65 night games and 16 day games (13 on Sunday afternoon and three on Saturday afternoon). Day games will start at 1:35 p.m. with the night contests beginning at 7:35 p.m.

June is the busiest month on the schedule with 20 home games, followed by September with 16, August with 13, July with 11, May with 10, April with eight and October with three. Kansas City's longest homestand features 12 games from June 15-28 including meetings with the Chicago White Sox (3), Toronto Blue Jays (3), Oakland A's (3) and Cleveland Indians (3). There are also a pair of 10-game homestands from July

31-August 9 and August 31-September 9.

Additional highlights on the schedule include a pair of visits by the Eastern Division Champion New York Yankees on June 8-9 and September 3-6. The Boston Red Sox visit Kansas City on May 4-6 and July 18-20. Popular Western Division rivals include the California Angels (July 9-12 and September 7-9), the Texas Rangers (May 11-14 and July 24-26) and the Oakland A's (June 22-24 and October 2-4).

The Royals face each American League team six times at home in 1981 with the exception of California, Minnesota and Texas, who KC meets seven times each at home.

(Continued on page 7)

INSIDE ROYAL REPORT

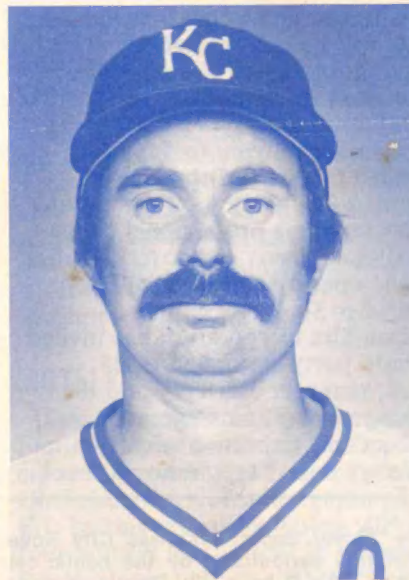
Awards Dinner Set	Page 2
Royals' Off-Season Roundup	Page 3
A Look Back at 1980	Page 4
Highlight Film Available	Page 4
Brett Adds Another Honor	Page 5
Royals' Winter Roster	Page 6
Quisenberry Earns Award	Page 7
Spring Training Schedule	Page 8
1981 Ticket Order Form	Page 11

Royals to Tour Japan in Fall

Joe Burke, Executive Vice President of the Kansas City Royals, announced January 2 that the Yomiuri Shimbun-Sha Corporation of Tokyo, Japan, has invited the defending American League Champions to play a series of goodwill exhibition games in Japan in the Autumn of 1981.

"A few short years ago the Kansas City Royals were still seeking recognition in the United States," Burke said in announcing the exhibition tour. "This invitation to play in Japan signifies that the

(Continued on page 2)



BRETT AND QUISENBERRY HONORED

George Brett and Dan Quisenberry have been selected by the Kansas City Chapter of the Baseball Writers Association of America as the Royals' Player and Pitcher-of-the-Year for 1980. (Related stories on page 5 and page 7).

Burke Becomes Minority Owner of KC Franchise

Joe Burke, Kansas City Royals' Executive Vice President, has become a part-owner of the franchise. Ewing Kauffman, Owner and President of the 1980 American League Champions, made the announcement December 23.

"I am extremely pleased and happy with the way Mr. Burke has operated the club," Kauffman said in making the announcement. "I have complete confidence in his ability and leadership. With this in mind, I approached Joe with the idea, and he has accepted my offer to purchase stock and become a minority owner of the Royals."

"I thought that beating the Yankees three straight and playing in the World Series was the ultimate thrill of my baseball career," Burke said. "However, Mr. Kauffman topped all the good things that have happened to me in baseball by allowing me to purchase stock in the Kansas City Royals. This year is one that I will remember for the rest of my life. I am honored and grateful to be associated with Mr. and Mrs. Kauffman and the entire Royals organization."



JOE BURKE

Burke, who joined the Royals as Vice President-business on September 3, 1973, was appointed to his current position on June 11, 1974. Under Burke's leadership the Royals have developed into one of Major League Baseball's most efficient and financially-sound organizations. During his tenure the club has enjoyed success both on and off the

field. The Royals have won four Western Division Championships over the past five seasons and in 1980 captured the American League pennant to bring the World Series to Kansas City for the first time in 25 years of major league action. Under his leadership attendance has grown from 1,173,292 in 1974 to an all-time high of 2,288,714 in 1980 and has surpassed the two million mark three consecutive seasons.

While Burke has played a vital role in the development and growth of the Royals, he has also been instrumental in the continued growth and direction of Major League Baseball. As the American League Chairman of the Committee on Divisional Play, he was influential in the current structure of four divisions and the beginning of the League Championship Series. He is also a member of the Player Relations Committee, Schedule Committee, Division of Receipts Committee, and Promotion Corporation. He was also a member of the Committee on Expansion.

Awards Dinner Set For January 31

The Tenth Annual Kansas City Baseball Awards Dinner will be held Saturday, January 31, at 7:00 p.m. at the Crown Center Hotel.

The Awards Dinner is co-sponsored by the Royal Lancers and the Kansas City Chapter of the Baseball Writers Association of America.

The gala affair features popular personalities, both past and present, from major league baseball with Denny Matthews, "Voice of the Royals," serving as Master of Ceremonies. Awards presented at the Dinner include the Les Milgram Royals' Player-of-the-Year; the Bruce Rice Royals' Pitcher-of-the-Year; American and National League Player-of-the-Year, Manager-of-the-Year, World Series Hero, Earl Smith Nostalgia Award; the Ernie Mehl Award (presented annually to a baseball figure who has contributed greatly to the overall image of professional baseball on and off the playing field), along with several special awards.

Because of the heavy renewal for tickets each year for the dinner only a limited number of tickets are available. Tickets are \$30.00 each and can be purchased by writing to: Baseball Awards Dinner, P.O. Box 1969, Kansas City, Missouri 64141.

Royals Receive Tour Invitation

(Continued from page 1)

organization no longer has an identity problem and is recognized throughout the world. We are proud to represent Major League Baseball on the goodwill tour and know that the Royals will be excellent goodwill ambassadors for the United States."

The Royals' tour, which will mark the 50th anniversary of the first visit by an American team to Japan, is scheduled October 28 through November 24, 1981. A 17-game slate against Japanese professional clubs and All-Star teams will cover 14 cities with the opener scheduled in Tokyo on October 31. The Yomiuri Shimbun-Sha Corporation has invited a Royals' party consisting of 25 players, manager Jim Frey and the coaching staff plus six executive staff members and respective wives.

"We are happy and honored that

the Kansas City Royals have been chosen to make the goodwill tour," said Royals' owner Ewing Kauffman. "We look forward to the tour and are sure that it will further the relationship between Japanese and American baseball."

"I have been to Japan three different times and each time I have appreciated the country, the people and Japanese baseball more," said Frey, who along with Royals' pitcher Dennis Leonard and outfielder Willie Wilson, toured Japan with an American League All-Star unit following the 1979 season. "The way the people treat you and the way they appreciate Major League Baseball makes it a trip of a lifetime."

Game times and opponents for the 29-day goodwill tour will be announced at a future date.

The "Royal Report", Kansas City Royals Newsletter, is printed periodically by the public relations department of the Kansas City Royals. It is edited by Bruce Carnahan, Director of Publications. Stories may not be reprinted without written permission from the Kansas City Royals. Inquiries concerning the publication should be directed to—Royal Report, P. O. Box 1969, Kansas City, Mo. 64141.



Busy Off-Season Includes Variety of Baseball Activities



HAL McRAE

McRAE EARNS DH HONOR

Hal McRae, perhaps the most productive designated hitter in the history of the American League, has been named the 1980 recipient of the "Outstanding Designated Hitter Award."

The honor is annually co-sponsored by the American League and the Manchester, N.H., *Union Leader*. The 1980 laurel marks the second time McRae has garnered the top DH award as he was also the winner in 1976.

This past season McRae paced the league's designated hitters with a .293 average while also leading his counterparts in at bats (450), runs (63), hits (132), doubles (35) and RBI (75). During his career McRae has recorded a .295 average (835-for-2,828) as a designated hitter.

DRAFT PRODUCES PITCHERS

In the Major League Draft conducted at the annual winter meetings at Dallas, the Royals selected a pair of righthanded pitchers—Jim Wright from the Phillies' organization and Dave Wehrmeister from the Yankees' farm system.

Wright, a 25-year-old native of St. Joseph, Mo., was the Phillies' fifth selection in the June 1973 Free Agent Draft. Since beginning his career in '73, he has compiled an impressive

58-37 record despite missing much of 1978 and all of the '79 campaign due to arm injuries. This past summer he was 9-9 at Oklahoma City, the Phils' triple-A affiliate in the American Association.

Wehrmeister, a product of Northeast Missouri State University, began his career in 1973 in the San Diego farm system. He logged three brief major league stints with the Padres before being traded to the New York organization in mid-1979. This past season at Columbus, the Yanks' triple-A club in the International League, he posted a 3-4 record with eight saves and a 2.83 ERA.

ROYALS IN WINTER LEAGUES

Fifteen players from the Royals' organization are busy playing winter baseball in four foreign countries.

Obtaining permission from the organization to participate in the Puerto Rican League were first baseman Willie Aikens and infielder Jerry Terrell. Pitchers Mike Jones, Jeff Cornell, Mark Daly, Craig Pippin and infielder Dennis Webb are displaying their skills in Colombia while pitchers Jeff Twitty, Bill Laskey and Dan Fischer, infielders Tim Ireland and Ken Phelps and outfielder Dan Garcia are seeing playing time in Venezuela. Infielder Kelly Heath and pitcher Kevin Kobel are currently playing in the Dominican Republic.

CONCEPCION NAMED ALL-STAR

Shortstop Onix Concepcion has been named to the Topps National Association Class "AA" All-Star team. Concepcion, who logged service at Jacksonville and Omaha last season en route to his big league debut with the Royals, hit .322 with 12 homers and 44 RBI in the Southern League (Jacksonville) to earn a berth on the double-A elite unit.

ADMINISTRATIVE MOVES

Several changes of administrative titles and duties involving Royals' front office personnel have been announced by Joe Burke, Royals' Executive Vice President and General Manager.

"We are continuously striving to keep our organization as efficient as possible in all areas of our operation. We believe these alignments of responsibility will help accomplish that goal," Burke said in making the announcement.

Spencer (Herk) Robinson, who has served as Vice President since March of 1975, has assumed duties as Vice President-administration and is responsible for all the Royals' day-to-day administrative operations.

John Schuerholz, who has served as Vice President since January of 1979, has become Vice President-player personnel. He maintains the responsibility for all scouting activities and undertakes major league responsibilities, especially in the area of player contract negotiations.

Dale Rohr, who has been the Royals' controller since July, 1974, has assumed the role of Vice President-controller and is responsible for the club's financial matters and data processing.

Dick Balderson, assistant farm director since April, 1976, has become Director of Minor League Operations and oversees the day-to-day operation of Kansas City's six minor league clubs under the direction of Schuerholz.

BEDELL JOINS ROYALS

Howie Bedell, who has been involved in professional baseball as a player, manager and administrator since 1957, has joined the club's minor league staff as coordinator of instruction. This past year Bedell served as director of the minor leagues for the World Champion Philadelphia Phillies.

TAYLOR ADDED TO STAFF

Dean Taylor, general manager of the Eugene Emeralds the past two years, has joined the Royals front office staff to serve as an administrative assistant in the area of scouting and player development. Taylor, 29 years old, was the 1979 Northwest League Executive-of-the-Year.

MOTLEY PACES F.I.L.

Several players on the Royals' Florida Instructional League entry enjoyed impressive fall campaigns. Outfielder Darryl Motley captured the FIL batting crown by hitting .405 with four homers and 30 RBI in pacing a Royals' hitting attack that led the loop with a .277 mark. Atlee Hammaker, the Royals' top draft pick in the '79 June draft, was 3-3 while 7th in the league with a 3.38 ERA. Frank Wills, KC's No. 1 choice in last summer's draft, also added pitching strength with a 5-2 mark and 3.56 ERA.

Great Performances Highlight a Season to Remember

Statistics. Some say they are for losers. Some say they don't lie. But nearly every baseball fan enjoys studying them.

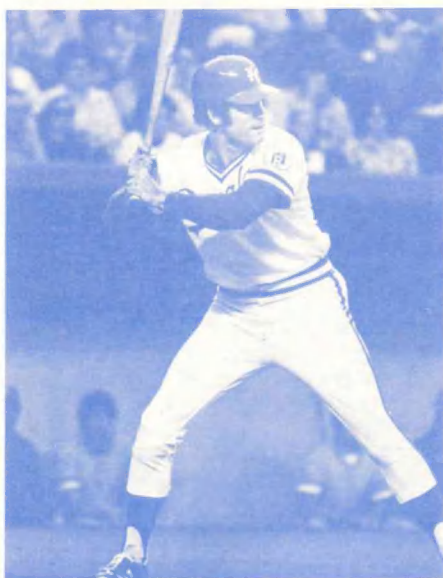
A review of the Kansas City Royals' 1980 team and individual statistics provides an interesting insight into how the club cruised to the Western Division title and American League pennant.

Kansas City's attack produced a .286 team batting average, highest mark in 30 years since the Boston Red Sox hit .302 in 1950. Additionally, the Royals led the league with 1,633 hits, 59 triples and 185 stolen bases. The team's 81 percent success ratio (43 caught stealing) was also tops in the league. The Royals were second with 63 sacrifice flies and third with 266 doubles and 2,362 total bases and were fourth with 809 runs.

George Brett, 1980 American League Most Valuable Player, and Gold Glove outfielder Willie Wilson dominated individual batting statistics.

Brett won his second A.L. batting title with an astronomical .390 average, the highest mark in the major leagues in 39 years. He also led the loop with a .664 slugging average and .461 on-base percentage. His slugging percentage is the highest since Hall-of-Famer Mickey Mantle slugged .687 in 1961.

The All-Star third baseman tied for second (with Milwaukee's Ben Oglivie) with 118 RBI as he became the first player in 30 years to average more RBI than games played (117). He was fifth in the league with 14 game winning RBI; eighth with 298 total



JOHN WATHAN

bases; and tied for eighth with 24 home runs.

Brett's average set an A.L. record for the highest average (minimum 100 games) ever for a third baseman.

Wilson led the A.L. with 705 at bats, 230 hits and 133 runs, tied for the lead with 15 triples, was second with 79 stolen bases and seventh with a .326 batting average. His hit and run totals established new Royals' records.

The fleet outfielder also staged an assault on the Major League and American League record books. His at bats set a new M.L. mark as did his 184 singles for a switch-hitter. He tied the M.L. record for most hits by a



WILLIE WILSON

switch-hitter in a season as he became only the second player in history to record 100 or more hits from each side of the plate.

A.L. records established by Wilson included: most runs, switch-hitter, season; most one-base hits, season (184); most three-base hits, switch-hitter, season (15) and most consecutive stolen bases, without being caught stealing (32).

Hal McRae led the league's designated hitters with a .293 average as a DH. He was the league leader in at bats (450), runs scored (63), hits

(Continued on page 12)

"One Step Closer" Now Available

Royals' Highlight Film Captures Thrills of '80 Season

The Kansas City Royals and Coors Beer have announced the release of "One Step Closer," a 24-minute film that chronicles the highlights of the exciting 1980 season.

The entire season is covered—from spring training in Fort Myers, Florida, to participation in Kansas City's first World Series—in addition to special segments on three players.

Willie Wilson, George Brett and Dan Quisenberry are highlighted in three special musical segments—Wilson to Robbie Dupree's "Steal Away," Brett to "Magic" by Olivia Newton-John and Quisenberry to "Help" by the Beatles.

Also featured is the Royals' exciting American League Championship Series sweep over the New York Yankees plus World Series play against the Philadelphia Phillies.

Narrated by Denny Matthews, the radio voice of the Royals, and produced by Bryan Burns, Director of Marketing for the Royals, "One Step Closer" is sponsored by Coors Beer and is also being shown in December and January on television stations throughout the Royals' regional area.

Groups interested in showing the film (or a copy on ¾" video tape) should first contact local Coors distributors in their areas or write for

further information to: One Step Closer; Kansas City Royals; P.O. Box 1969; Kansas City, Missouri 64141.

"ONE STEP CLOSER" AVAILABLE IN HOME VIDEO FORMATS

Copies of "One Step Closer" are also available for home video tape recorders with both VHS and Beta formats. Fans desiring personal copies should send a check for \$60.00 made payable to: "One Step Closer," P.O. Box 23014, Shawnee Mission, Ks. 66223. (Two to three weeks delivery time is required.)

I can't pay \$60.00 for this tape!

Brett Named KC Player-of-the-Year For Fourth Time

In a year of many accomplishments and awards, Kansas City Royals third baseman George Brett has been named the Royals' Player-of-the-Year by the Kansas City Chapter of the Baseball Writers Association of America.

Brett, who won the honor previously in 1975, 1976 and 1979, will receive the Les Milgram Award at the Tenth Annual Kansas City Baseball Awards Dinner on January 31, at the Crown Center Hotel.

Recently, Brett was named the Most Valuable Player in the American League. The prestigious award capped a brilliant year by the 27-year-old slugger who attracted nationwide attention during the closing months of the season when he flirted with the .400 level. His .390 batting average was the highest in the major leagues since Ted Williams hit .406 in 1941. In addition to winning his second American League batting crown, Brett also paced the league with a .664 slugging percentage and a .461 on-base percentage. His 118 RBI established a new Royals' record and was tied for second among the league leaders as he averaged more than an RBI per game while appearing in 117 contests.

Brett is the first player in 25 years of major league history in Kansas City to win the MVP honor. In the Royals' 12-year history, Brett's second place finish in 1976 and Al Cowens' second place showing in 1977 were the previous highs. Brett also finished third in 1978 and 1979 in the MVP balloting.

The popular infielder's list of awards in addition to the Royals'



Player-of-the-Year honor and MVP selection include: The Sporting News American League All-Star team, American League Player-of-the-Year and Major League Player-of-the-Year; Baseball Magazine's American League Performer-of-the-Year; The United Press International American League All-Star team; The Associated Press American League All-Star team and Player-of-the-Year; the Seagram's Seven Crowns of Sports Award; the Fred Hutchinson Award, and the Joe Cronin Award.

"I'm very honored by all the awards," said Brett. "I said earlier that individual honors come at the end of the season, and that during the season I don't think of anything but trying to make my team the best in baseball. We achieved that... at least almost achieved that. We got into the World Series and played the Phillies awfully tough. Everything that has happened after the season is an added bonus... and I got some very big and special bonuses this year.

"I think now when people think about baseball, American League

baseball and baseball in the Midwest, the first thing that is going to come to their minds is Kansas City and what a great team we have here," Brett continued. "I'm very proud to be a part of it. I know I captured a lot of the media's attention this past season, but the Royals have a team built on teamwork—not on an individual. This past season was not only a great year for George Brett, but it was a great

(Continued on page 9)

ADVANCE WINDOWS AND TRC'S OPEN MARCH 9

Tickets for individual Royals' games in 1981 will go on sale on a daily basis at Royals Stadium advance ticket windows beginning on Monday, March 9.

The windows will be open 9 a.m. through 5 p.m. from Monday through Saturday. Additionally, the advance windows will be open 10-4 on Sundays prior to Monday night home games as well as an extra hour on home game dates.

The Royals' convenient Ticket Reservation Centers will also begin operation on March 9. Fans can order tickets for any Royals' game at over 100 ticket reservation centers throughout Kansas City and a five-state area. Ticket Reservations Centers are in operation 9-5.

LES MILGRAM PLAYER-OF-THE-YEAR AWARD WINNERS

1980.....	George Brett
1979.....	George Brett
1978.....	Amos Otis
1977.....	Al Cowens
1976.....	George Brett
1975.....	George Brett
1974.....	Hal McRae
1973.....	Amos Otis
1972.....	John Mayberry
1971.....	Amos Otis and Fred Patek

Royals' Winter Roster Includes Eight New Players

With the addition of eight new players to their major roster, the Royals are currently one player under the maximum 40-player winter limitation.

Joining the Royals major league roster for the first time after turning in service in Kansas City's minor league system are pitcher Bill Laskey, infielders Tim Ireland and Ron Johnson and outfielders Dan Garcia and Darryl Motley. Other new players added to the roster include pitchers Jim Wright and Dave Wehrmeister, both obtained in the recent Major League Draft, and veteran slugger Lee May, recently signed as a free agent.

Laskey, Ireland and Garcia all played prominent roles in 1980 for Omaha, the Royals' triple-A affiliate of the American Association. Ireland, a second baseman, hit .296 over 126 games, Garcia batted .320 in 120 contests and Laskey was 5-8 with a 4.16 ERA while making 27 starting assignments. Johnson, a first baseman, hit .270 with 23 homers and 104 RBI at Jacksonville on the double-A level in the Southern League. Motley, a second round pick

in the 1978 June Free Agent Draft, began the year at Fort Myers, batting .310 in 30 contests, before jumping to Jacksonville, where he hit .319 over 51 games.

Wehrmeister joins the Royals after spending last season in the Yankees' farm chain at Columbus while Wright, a native of St. Joseph, Mo., was selected from the Philadelphia Phillies' farm system at the annual draft. May, one of the top home run hitters and run-producers among active players, dons a KC uniform this spring after 14 big league campaigns.

The current roster includes 15 pitchers, three catchers, 15 infielders and six outfielders. The complete roster and position breakdown is as follows:

No.	Pitchers (15)	B T	HT.	WT.
25	Brett, Ken	L L	5-11	190
28	Chamberlain, Craig	R R	6-1	190
31	Christenson, Gary	L L	6-5	212
38	Gale, Rich	R R	6-7	225
32	Gura, Larry	L L	6-1	185
50	Jones, Mike	L L	6-5	226
57	Laskey, Bill	R R	6-5	190
22	Leonard, Dennis	R R	6-1	190
27	Martin, Renie	R R	6-4	185
49	Morley, Mike	S L	5-11	180

No.	Pitchers (15)	B T	HT.	WT.
29	Quisenberry, Dan	R R	6-2	180
34	Splitter, Paul	L L	6-3	210
21	Twitty, Jeff	L L	6-2	185
52	Wehrmeister, Dave	R R	6-4	195
50	Wright, Jim	R R	6-6	220

No.	Catchers (3)	B T	HT.	WT.
13	Gaudet, Jim	R R	6-0	185
9	Quirk, Jamie	L R	6-4	200
12	Wathan, John	R R	6-2	205

No.	Infielders (15)	B T	HT.	WT.
24	Aikens, Willie	L R	6-2	220
23	Barranca, German	L R	6-0	175
5	Brett, George	L R	6-0	200
17	Castillo, Manny	S R	5-9	160
7	Chalk, Dave	R R	5-10	170
2	Concepcion, Onix	R R	5-6	160
51	Heath, Kelly	R R	5-7	155
33	Ireland, Tim	R R	6-0	180
39	Johnson, Ron	R R	6-2	220
14	May, Lee	R R	6-3	225
18	Mulliniks, Rance	L R	6-0	170
16	Phelps, Ken	L L	6-1	210
1	Terrell, Jerry	R R	6-0	170
30	Washington, U.L.	S R	5-11	175
20	White, Frank	R R	5-11	170

No.	Outfielders (6)	B T	HT.	WT.
45	Garcia, Dan	L L	6-1	180
10	Hurdle, Clint	L R	6-3	195
11	McRae, Hal	R R	5-11	180
58	Motley, Darryl	R R	5-9	195
26	Otis, Amos	R R	5-11	165
6	Wilson, Willie	S R	6-3	190

Royals Caravan Coming Soon to Regional Areas

Once again this year Royals fans throughout the Midwest will be able to meet the Royals face-to-face as the American League Champion's annual Goodwill Caravan will soon be departing Kansas City to visit a five-state area.

The Goodwill Caravan (Jan. 12-Feb. 6) officially starts preparation for the exciting home opener on April 13 against the Detroit Tigers and offers fans of all ages the opportunity to meet several of the American League's top stars.

Four separate weeks of the Goodwill Caravan will transport many Royals, including Dan Quisenberry, Dennis Leonard, Rich Gale, Jamie Quirk, Clint Hurdle and U.L. Washington, to about 80 appearances in roughly 50 cities throughout Missouri, Kansas, Nebraska, Iowa and Oklahoma. Many of the appearances are being coordinated by Royals Radio Network stations along with Royals Ticket Reservation Centers.

Fans will want to watch newspapers and follow local radio and television for details about when the Royals Goodwill Caravan comes to their area.

Free Agent Adds Experience

Kansas City Signs Veteran May

Lee May, veteran first baseman-designated hitter, has been signed as a free agent by the Royals to a one-year contract for the 1981 season.

May, 37 years old, owns experience from 14 major league seasons and has logged time with the Cincinnati Reds (1966-71), Houston Astros (1972-74) and Baltimore Orioles (1975-80). This past season he hit .243 with seven home runs and 31 RBI while appearing in 78 games with the Orioles. His impressive lifetime credentials include a .266 average with 351 homers and 1,224 RBI over 2,003 games. Sixth among active players in RBI, May has logged 100 or more RBI on three occasions and has also belted 20 homers in 11 different campaigns.

"Lee May has had a very productive career with championship teams," said John Schuerholz, Vice President-player personnel, in announcing May's signing at the annual winter meeting. "He should be a valuable addition to our club, giving us added depth and strength on the bench."

"I'm happy we've signed Lee May," Royals manager Jim Frey emphasized. "I was with him for four seasons at



LEE MAY

Baltimore and he is an excellent RBI man and clutch hitter. Lee is the type of player everyone respects. His role will be to back up at first base and designated hitter and be a pinch hitter."

*Didn't George
Brett do too?*

Bullpen Ace Named Pitcher-of-the-Year

Relief Work Earns Quisenberry 1980 Pitching Honor

Dan Quisenberry, Roloids 1980 American League Fireman-of-the-Year, has been selected by the Kansas City Chapter of Baseball Writers Association of America as the Royals' 1980 Pitcher-of-the-Year. Quisenberry will receive the Bruce Rice Award at the Tenth Annual Kansas City Baseball Awards Dinner on January 31 at the Crown Center Hotel.

The emergence of the 26-year-old sinkerball artist into the KC bullpen stopper played a vital role in the Royals' first American League pennant. When the 1980 spring training camp opened the Royals' biggest priority was finding consistent relief strength. It was soon spelled Q-U-I-S-E-N-B-E-R-R-Y!

Quiz and Yankee relief ace Rich "Goose" Gossage tied for the circuit lead with 33 saves. He was 12-7 with a 3.09 ERA and paced the league with 75 appearances while setting a new Roloids' record with 83 relief points. Both his save total and appearance count established new club records.

A glance at some revealing statistics indicates the true value of Quisenberry's performance in '80. With 33 saves and 12 wins, he figured in 46 percent of Kansas City's 97 victories. He entered 41 games with the Royals leading and KC won all but two of the contests (95 percent). He finished all but three of the 41 games. Additionally, Quisenberry was called on in 15 tied games, winning ten times and posting one no-decision while dropping only four decisions.

"I never anticipated this kind of thing, it means a lot to me," said Quisenberry when he learned of his selection as KC's premier hurler for 1980. "I think our entire pitching staff had an outstanding year. Dennis Leonard and Larry Gura are both equally deserving of the award. I went beyond all my goals last year and am very proud of the honor."

The Royals enjoyed two key surges



en route to the 1980 pennant and Quisenberry figured prominently in both skeins. From May 8-June 13 the Royals cruised to a 24-9 mark and Quisenberry was 3-1 with eight saves and a 1.16 ERA over 28.1 innings. Following the All-Star game, from July 10-August 20, the Royals were 31-9. During the stretch Quiz chipped in with a 4-0 record and 12 saves while posting a 2.22 ERA. He went from

June 24-August 5 (32 appearances) without a loss while rolling up a 6-0 record and 20 saves.

"Now I have to show that 1980 wasn't a fluke," explained the Royal relief ace in looking ahead to the 1981 campaign. "I don't feel as if there will be any added pressure for next year, but certainly my goal is to live up to the standards I set for myself this past season."

BRUCE RICE PITCHER-OF-THE-YEAR AWARD WINNERS

1980.....	Dan Quisenberry
1979.....	Dennis Leonard
1978.....	Larry Gura
1977.....	Dennis Leonard
1976.....	Mark Littell
1975.....	Dennis Leonard
1974.....	Steve Busby
1973.....	Paul Splittorff
1972.....	Roger Nelson
1971.....	Dick Drago

Royals Open '81 at Home on April 13

(Continued from page 1)

The popular General Admission seat, Kansas City's best entertainment buy, remains at \$1.50. Other ticket prices include: View Level Reserved seats, \$4.00; View Level Box seats, \$5.00; Plaza Reserved seats, \$5.00; Field Box seats, \$7.00 and Club Box seats, \$8.00.

Gift certificates good for 1981 Royals' home games are available in all price ranges and can be obtained by writing to: Kansas City Royals,

Mail Department, P.O. Box 1969, Kansas City, Missouri 64141. Checks should be made payable to the Kansas City Royals Mail Department and add \$1.00 for mailing and handling. The certificates are also available at Royals Stadium.

Royals' fans wishing to make plans for individual games in 1981 may now purchase their tickets through mail only by writing to: Kansas City Royals, Mail Department, P.O. Box 1969, Kansas City, Missouri 64141.

KANSAS CITY ROYALS 1981 SPRING TRAINING

Day	Opponent	Location	Time (CST)
March			
10 Tues.	Boston Red Sox	FT. MYERS	12:30 p.m.
*11 Wed.	Atlanta Braves	FT. MYERS	12:30 p.m.
13 Fri.	Baltimore Orioles	Miami	6:30 p.m.
*14 Sat.	Texas Rangers	Pompano	12:30 p.m.
*15 Sun.	Texas Rangers	FT. MYERS	12:30 p.m.
*16 Mon.	Philadelphia Phillies	FT. MYERS	12:30 p.m.
*18 Wed.	Cincinnati Reds	FT. MYERS	12:30 p.m.
*19 Thurs.	Baltimore Orioles	FT. MYERS	12:30 p.m.
*20 Fri.	Toronto Blue Jays	FT. MYERS	12:30 p.m.
21 Sun.	Montreal Expos	West Palm Beach	12:30 p.m.
*22 Sun.	Chicago White Sox	FT. MYERS	12:30 p.m.
23 Mon.	Texas Rangers	San Juan, P.R.	7:00 p.m.
24 Tues.	Texas Rangers	Bayamon, P.R.	7:00 p.m.
26 Thurs.	Baltimore Orioles	FT. MYERS	12:30 p.m.
27 Fri.	Cincinnati Reds	Tampa	12:30 p.m.
*28 Sat.	Pittsburgh Pirates	FT. MYERS	12:30 p.m.
*29 Sun.	Pittsburgh Pirates	Bradenton	12:30 p.m.
30 Mon.	Montreal Expos	FT. MYERS	12:30 p.m.
31 Tues.	Chicago White Sox	Sarasota	12:30 p.m.

April

* 2 Thurs.	Baltimore Orioles	Miami	6:30 p.m.
* 3 Fri.	Atlanta Braves	West Palm Beach	12:30 p.m.
* 4 Sat.	Texas Rangers	FT. MYERS	12:30 p.m.
* 5 Sun.	Texas Rangers	Pompano	12:30 p.m.
* 7 Tues.	Toronto Blue Jays	Dunedin	12:30 p.m.
8 Wed	Boston Red Sox	Winter Haven	12:30 p.m.

*Games to be broadcast on KMBZ (980 in Kansas City) and WIBW (580 in Topeka) plus other selected Royals Radio Network Stations. Check local listings for games in your area.

New Policy Set For 1981 Season Tickets

The initiation of a priority system on all new season ticket sales for 1981 has been announced by the Royals. The new policy is necessary because anticipated renewals are expected to carry the 1981 season ticket total to the 15,000 maximum goal established this past fall by Royals' owner Ewing Kauffman.

Under the new guidelines any new sales are tentative and with deposit will be recorded on a priority basis according to date received. The Royal Lancers are currently working on season ticket renewals which must be finalized by January 31. Cancellations will open up locations for those on the priority waiting list.

"While additional season tickets could be sold, we feel an obligation to fans who do not purchase season tickets to continue to offer preferred seating on a game-to-game basis," said Herk Robinson, Vice President-administration, in announcing the policy. "Mr. Kauffman is extremely appreciative of the great support the Royals have received and wants all fans to continue to have the opportunity to enjoy baseball at Royals Stadium."

"Royal Nights" Popular Value

Variety of Ticket Plans Available to Royals Fans in '81

Action at Royals Stadium is always great, but visiting the ballpark is even more fun when you can take in an exciting game and save money at the same time. This year the Royals offer fans of all ages many opportunities to see the Royals while taking advantage of three special ticket plans throughout the entire 1981 season.

ROYAL NIGHTS—The popular Monday night ticket special returns for '81 with view level reserved seats, priced normally at \$4.00 each, available at a two-for-one value of \$2.00 each every Monday. This season the Royal Night schedule includes fourteen exciting contests highlighted by contests against the New York Yankees, Boston Red Sox, Baltimore Orioles, California Angels and Texas Rangers.

Royal Nights include:

April 13—Detroit	June 22—Oakland
April 20—Cleveland	July 20—Boston
May 4—Boston	Aug. 3—Baltimore
May 11—Texas	Aug. 17—Toronto
June 1—Seattle	Aug. 31—Milwaukee
June 8—New York	Sept. 7—California
June 15—Chicago	Sept. 21—Minnesota

GROUP DATES—More and more Royals fans are heading to Royals Stadium in groups, and a considerable amount of those smart fans are taking advantage of substantial savings! In 1981 there will be an attractive eight-game package of Group Dates which allow fans in groups of 45 or more purchasing tickets in advance to receive a one dollar per ticket price reduction on box or reserved seats. There are no refunds available once tickets are purchased for Group Dates.

Group Dates include:

April 17 (Fri.)—Baltimore
April 22 (Wed.)—Cleveland
May 14 (Thur.)—Texas
June 7 (Sun.)—Milwaukee
July 26 (Sun.)—Texas
August 6 (Thur.)—Detroit
September 25 (Fri.)—Seattle
October 2 (Fri.)—Oakland

LARGE GROUP REDUCTIONS

—Groups of 1,000 or more fans can save money by coming to the ballpark

through this special program. The Large Group Reduction can be obtained by a group of 1,000 or more by attending games against the Minnesota Twins, Baltimore Orioles, Seattle Mariners, Toronto Blue Jays, Cleveland Indians, Detroit Tigers, Chicago White Sox or Milwaukee Brewers on a Tuesday, Wednesday, Thursday or Friday evening.

Tickets for all three special ticket plans can be ordered right now at Royals Stadium and by using the convenient mail order form found on page 11 of the ROYAL REPORT.

FAN INFORMATION LINE

Fans should become acquainted with a service the Royals feature—it's the Royals FAN INFORMATION LINE, which is available by calling 816/921-8800. The line will offer fans up-to-date information about the Royals in the off-season, and during the season it will be updated daily to provide fans an easy way of finding pitching pairings, game start times, ticket availabilities and other timely information.

Minor League Products Continuing Strength for KC

Recognized throughout baseball for its player development, Kansas City will again have several youngsters battling for spots on the 25-man major league roster in 1981.

Currently the Royals have 39 players on the major league roster (which is reduced to 25 players by opening day). Twenty-five of the 39 players on the roster came up through the organization's minor league system. Included in the group is George Brett (1980 American League Most Valuable Player and batting champion) along with pitchers Dennis Leonard (a winner of 20 or more games three of the last four seasons); Paul Splittorff (KC's all-time

"Charge Card" Convenience New For 1981

For added convenience in ordering Royals tickets during the 1981 season, fans will want to be sure to utilize the Royals' "Charge Card Line," a new service designed to make the purchase of tickets easier than ever.

The "Charge Card Line" (816/921-4400) will be in operation 9:00 through 5:00, Monday through Saturday, beginning on Monday, March 9. Fans ordering tickets seven days in advance of desired game date will be able to utilize their Master Card or Visa accounts to purchase the best available seating in every price category with the exception of General Admission locations. A \$1.00 service charge for mailing and handling will be included in each ticket order.

A "Charge Card Line" application is included in this issue of *Royal Report* to assist both the Royals and the ticket buyer in the expediency of the new ticket ordering procedure. As a special bonus to those who complete the application, the Royals will issue a laminated replica of a 1980 World Series ticket with each initial order placed through the convenient "Charge Card Line."

**ROYALS'
"CHARGE CARD
LINE"
...
(816) 921-4400**



MANNY
CASTILLO



ONIX
CONCEPCION



MIKE
JONES



KEN
PHELPS

winningest pitcher); Dan Quisenberry (1980 A.L. Fireman of the Year); Frank White (four-time Gold Glove winner) and Willie Wilson (a .300 plus hitter the past two years and a Gold Glove outfielder in 1980).

"We have some young players in our system who will have a chance to make the major league club at some point in 1981," John Schuerholz, Vice President-player personnel, said. "Several of the players could make the club in spring training and some may move up during the season to fill a particular need."

There are nine minor leaguers who will be watched closely this spring: pitchers Mike Jones and Dan Fischer, infielders Onix Concepcion, Manny Castillo, Tim Ireland, Ken Phelps and Ron Johnson along with outfielders Darryl Motley and Dan Garcia.

Jones, Concepcion and Castillo all spent the final stages of 1980 with the Royals. Jones is a 21-year-old lefthanded pitcher who was the club's first round pick in the 1977 June draft. He was 13-6 at Jacksonville last season with a 3.87 ERA while winning 10 of his last 12 decisions.

Concepcion, a 22-year-old, started the 1980 season at Jacksonville where he was hitting .322 with 12 homers and 44 RBI before being promoted to Omaha where he hit .281 with four homers and 34 RBI.

Castillo, a 23-year-old third baseman, hit a solid .289 with six home runs and 70 RBI at Omaha. He

compiled 173 hits to lead the American Association for the second consecutive year.

Johnson is a 24-year-old righthanded hitting first baseman who hit 23 home runs with 104 RBI at Jacksonville this past season. Motley is a 20-year-old righthanded hitting outfielder. He hit .310 with five homers and 31 RBI for the Fort Myers Royals and .319 with five homers and 31 RBI at Jacksonville. Fischer is a 23-year-old righthanded pitcher who compiled a 4-0 record and 2.29 ERA at Jacksonville and 7-9 record and 3.51 record at Omaha.

Garcia, 26 years old, spent 1980 in the Omaha outfield and hit .320 with a homer and 49 RBI. Ireland, 27 years old, hit .296 with 12 home runs and 63 RBI.

"These kids are all prospects. In addition, each year we have some other youngsters develop and surprise us," said Schuerholz. "Remember Dan Quisenberry?"

Remarkable Year Earns Brett KC Player Award

(Continued from page 5)

year for people like Dennis Leonard, Larry Gura, Dan Quisenberry, Willie Wilson, Frank White and everyone else."

Brett's awards and accomplishments are even more impressive considering he missed 45 games during the season, with all but one contest the result of injury. He was selected to his fifth consecutive American League starting assignment at the All-Star Game, although he didn't play because of injury. He shared A.L. Player-of-the-Month honors with Reggie Jackson in July when he hit .494 with three homers and 25 RBI in 21 games and was the Royals' Player-of-the-Month in July and August. From the All-Star break until season's end Brett hit an amazing .420.

He continued his outstanding play in the American League Championship Series and World Series by hitting safely in all but one of the nine post-season games. In the ALCS vs. the Yankees he belted a pair of home runs, including his dramatic three-run blast off Rich Gossage in Game 3 to provide Kansas City a 4-2 win and a series sweep. In the World Series he batted .375 with a homer and three RBI.



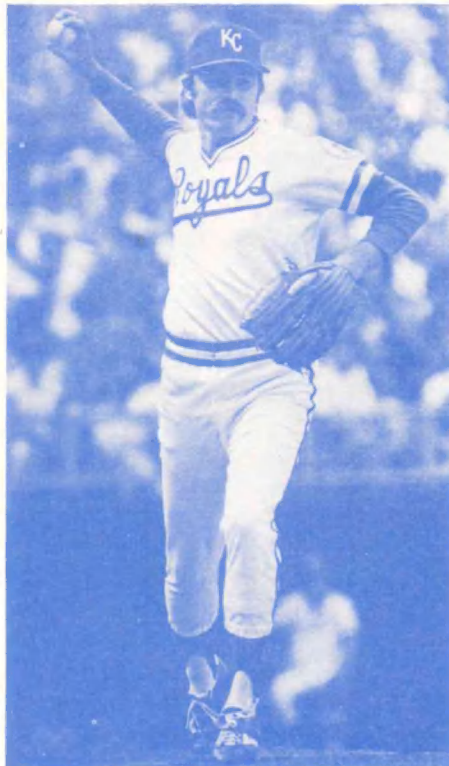
Hal McRae



Rich Dale



George Brett



Don't Miss Any of the Action...
Order Your 1981 Royals Tickets Now!

Sam Quisenberry



Willie Wilson



Frank White

Use This Convenient
Mail Order
Ticket Form



1981

Kansas City Royals®

Ticket Application

Date	Day	Team	Time	BOXES			RESERVES		
				Club	Field	View	Plaza	View	RN
APRIL 13	MON	DETROIT	7:35						
APRIL 15	WED	DETROIT	7:35						
APRIL 17	FRI	BALTIMORE	7:35						
APRIL 18	SAT	BALTIMORE	1:35						
APRIL 19	SUN	BALTIMORE	1:35						
APRIL 20	MON	CLEVELAND	7:35						
APRIL 21	TUES	CLEVELAND	7:35						
APRIL 22	WED	CLEVELAND	7:35						
MAY 4	MON	BOSTON	7:35						
MAY 5	TUES	BOSTON	7:35						
MAY 6	WED	BOSTON	7:35						
MAY 11	MON	TEXAS	7:35						
MAY 12	TUES	TEXAS	7:35						
MAY 13	WED	TEXAS	7:35						
MAY 14	THURS	TEXAS	7:35						
MAY 22	FRI	MINNESOTA	7:35						
MAY 23	SAT	MINNESOTA	7:35						
MAY 24	SUN	MINNESOTA	1:35						
JUNE 1	MON	SEATTLE	7:35						
JUNE 2	TUES	SEATTLE	7:35						
JUNE 3	WED	SEATTLE	7:35						
JUNE 5	FRI	MILWAUKEE	7:35						
JUNE 6	SAT	MILWAUKEE	7:35						
JUNE 7	SUN	MILWAUKEE	1:35						
JUNE 8	MON	NEW YORK	7:35						
JUNE 9	TUES	NEW YORK	7:35						
JUNE 15	MON	CHICAGO	7:35						
JUNE 16	TUES	CHICAGO	7:35						
JUNE 17	WED	CHICAGO	7:35						
JUNE 19	FRI	TORONTO	7:35						
JUNE 20	SAT	TORONTO	7:35						
JUNE 21	SUN	TORONTO	1:35						
JUNE 22	MON	OAKLAND	7:35						
JUNE 23	TUES	OAKLAND	7:35						
JUNE 24	WED	OAKLAND	7:35						
JUNE 26	FRI	CLEVELAND	7:35						
JUNE 27	SAT	CLEVELAND	7:35						
JUNE 28	SUN	CLEVELAND	1:35						
JULY 9	THURS	CALIFORNIA	7:35						
JULY 10	FRI	CALIFORNIA	7:35						
JULY 11	SAT	CALIFORNIA	1:35						

Date	Day	Team	Time	BOXES			RESERVES		
				Club	Field	View	Plaza	View	RN
JULY 12	SUN	CALIFORNIA	1:35						
JULY 14	TUES	ALL-STAR GAME - CLEVELAND							
JULY 18	SAT	BOSTON	7:35						
JULY 19	SUN	BOSTON	1:35						
JULY 20	MON	BOSTON	7:35						
JULY 24	FRI	TEXAS	7:35						
JULY 25	SAT	TEXAS	7:35						
JULY 26	SUN	TEXAS	1:35						
JULY 31	FRI	CHICAGO	7:35						
AUGUST 1	SAT	CHICAGO	7:35						
AUGUST 2	SUN	CHICAGO	1:35						
AUGUST 3	MON	BALTIMORE	7:35						
AUGUST 4	TUES	BALTIMORE	7:35						
AUGUST 5	WED	BALTIMORE	7:35						
AUGUST 6	THURS	DETROIT	7:35						
AUGUST 7	FRI	DETROIT	7:35						
AUGUST 8	SAT	DETROIT	7:35						
AUGUST 9	SUN	DETROIT	1:35						
AUGUST 17	MON	TORONTO	7:35						
AUGUST 18	TUES	TORONTO	7:35						
AUGUST 19	WED	TORONTO	7:35						
AUGUST 31	MON	MILWAUKEE	7:35						
SEPT 1	TUES	MILWAUKEE	7:35						
SEPT 2	WED	MILWAUKEE	7:35						
SEPT 3	THURS	NEW YORK	7:35						
SEPT 4	FRI	NEW YORK	7:35						
SEPT 5	SAT	NEW YORK	1:35						
SEPT 6	SUN	NEW YORK	1:35						
SEPT 7	MON	CALIFORNIA	7:35						
SEPT 8	TUES	CALIFORNIA	7:35						
SEPT 9	WED	CALIFORNIA	7:35						
SEPT 21	MON	MINNESOTA	7:35						
SEPT 22	TUES	MINNESOTA	7:35						
SEPT 23	WED	MINNESOTA	7:35						
SEPT 24	THURS	MINNESOTA	7:35						
SEPT 25	FRI	SEATTLE	7:35						
SEPT 26	SAT	SEATTLE	7:35						
SEPT 27	SUN	SEATTLE	1:35						
OCT 2	FRI	OAKLAND	7:35						
OCT 3	SAT	OAKLAND	7:35						
OCT 4	SUN	OAKLAND	1:35						

*ROYAL NIGHTS — Your Best Sports Buy . . . All \$4 View Level Reserve Seats Priced at \$2 each — Every Monday Night

HOW TO ORDER TICKETS BY MAIL

1. Specify DATE of game or games and the NUMBER and PRICE of tickets desired.

2. A. Make check or money order payable to Kansas City Royals.

(Please do not send cash or stamps.)

B. Charge to Master Charge ☐ # _____Visa ☐ # _____

Expiration Date _____

Authorized Signature _____

3. Add 50c for postage and handling charges.

4. Mail to Mail Dept., Kansas City Royals, P.O. Box 1969, Kansas City, Mo. 64141.

Orders are filled with the best seats available at the time the paid order is received.

Sorry—No Telephone Reservations

NOTE: Orders received less than 5 days prior to game date will not be mailed. Please pick up at will call window on the south side of Royals Stadium.

PLEASE PRINT PLAINLY

Name _____

Address _____

City _____ State _____ Zip _____

Phone where you can be reached. _____

Group name (if 25 or more) _____

PREFERRED LOCATION

☐ 1st Base ☐ 3rd Base ☐ Home

TOTAL NUMBER OF TICKETS

Club Box (middle) @ \$8.00 _____

Field Box (lower) @ \$7.00 _____

View Box (upper) @ \$5.00 _____

Plaza Reserve (lower) @ \$5.00 _____

View Reserve (upper) @ \$4.00 _____

Royal Night (upper) @ \$2.00 _____

HANDLING

.50

TOTAL

PLEASE ENCLOSE CHECK OR MONEY ORDER

FOR OFFICE USE ONLY

20

Brilliant Individual Feats Bring American League Crown

(Continued from page 4)

(132), doubles (35) and RBI (75). Mac also ranked fourth overall in the league with 39 doubles.

Shortstop U.L. Washington tied Wilson and Toronto's Alfredo Griffin for the top spot with 15 triples.

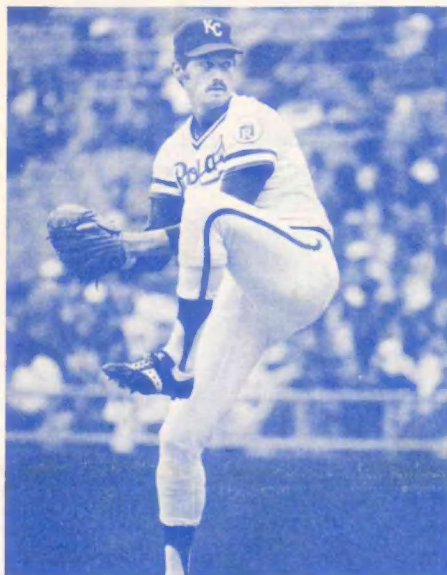
Kansas City's pitching staff ranked fifth in the loop with a 3.83 team ERA and was tied for second (with Chicago) with 42 saves. Twenty-game winner Dennis Leonard, A.L. Fireman-of-the-Year Dan Quisenberry and veteran Larry Gura consistently ranked among the league leaders.

Quisenberry tied with Yankee ace Rich Gossage for loop lead with 33 saves, a Royal record. The Royals' sinkerball specialist led the A.L. with 75 appearances, also a club mark.

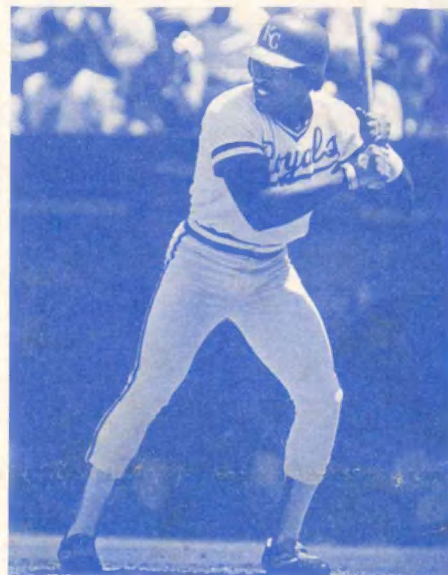
Leonard posted a 20-11 record as he and Tommy John stand as the only pitchers to have won 20 or more games in three of the last four seasons. His 20 wins were tied for third. He was first with 38 starts, fourth with 265.1 innings, fifth with 155 strikeouts and sixth with three shutouts.

Gura was fifth in the league with a sparkling 2.96 ERA. He was third with 283.1 innings, fourth with 16 complete games, tied for fourth with four shutouts and tied for fifth with 36 starts. He was also the fielding leader among the league pitchers playing 36 games without committing an error in 59 chances.

Kansas City proved in 1980 that statistics were not for losers.



RICH GALE



U.L. WASHINGTON

Spring Training Just Around Corner

A 25-game 1981 spring training schedule gets underway for Kansas City on Tuesday, March 10, in Fort Myers, Fla., when the Royals host the Boston Red Sox.

The Royals' spring slate is spiced by 12 home dates at Terry Park in Fort Myers in addition to 13 road contests. The schedule features 16 games against American League opponents and nine meetings with National League clubs. All home games begin at 1:30 p.m. (EST).

The Texas Rangers are the Royals most frequent rival during the spring with a total of six games on tap

between the two Western Division foes. Included are a pair of game against the Rangers in Puerto Rico in the Ciudad Deportiva Series. The series was started in 1974 and continues through 1984, matching a pair of major league clubs with the proceeds going toward the building of the Roberto Clemente Youth City in memory of the Pittsburgh Pirates' Hall of Fame outfielder. The first game will be played at 8:00 p.m. (EST) on Monday, March 23, in San Juan, with the second game set for Tuesday, March 24, at 8:00 p.m. (EST) in Bayamon.

**KANSAS CITY ROYALS
BASEBALL CLUB**



P.O. BOX 1969
KANSAS CITY, MISSOURI 64141



THIRD CLASS

Martin Falsenfeld
701 N. Laura St.,
La Habra, Ca.
90631



ADDRESS CORRECTION REQUESTED

1981 WINTER EDITION